

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

AMENDMENT TO REGISTRATION STATEMENT

Pursuant to the Foreign Agents
Registration Act of 1938, as amended.

1. Name of Registrant

Ruder & Finn Incorporated

2. Registration No.

1481

3. This amendment is filed to accomplish the following indicated purpose or purposes:

☐ To correct a deficiency in☐ Initial Statement☐ Supplemental Statement
for _____☐ To give notice of change in an
exhibit previously filed.☐ To give a 10-day notice of a change in infor-
mation as required by Section 2(b) of the Act.☒ Other purpose (specify) To register Iran
Tourism and Information Center as a
client of Ruder & Finn

4. If this amendment requires the filing of a document or documents, please list -

Exhibit A

Exhibit B

Robert Weintraub, Norma Medhavi,
Short Form Registration Statements for: Louise Feinsott, Margaret Booth and
~~Jane Birnbaum~~5. Each item checked above must be explained below in full detail together with, where appropriate,
specific reference to and identity of the item in the registration statement to which it pertains. If
more space is needed, full size insert sheets may be used.The Iran Information & Tourism Center retained Ruder & Finn for a 3-month,
spot assignment to publicize the Iran Tourism Exhibition held at Madison Square
Garden from July 2-16, 1975.The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this
amendment and that he is (they are) familiar with the contents thereof and that such contents are in their
entirety true and accurate to the best of his (their) knowledge and belief.(Both copies of this amendment shall be signed and sworn
to before a notary public or other person authorized to ad-
minister oaths by the agent, if the registrant is an individual,
or by a majority of those partners, officers, directors or
persons performing similar functions who are in the United
States, if the registrant is an organization.)
Harold Grotenstein
SecretarySubscribed and sworn to before me at New York, New Yorkthis 4th day of September, 19 75Constance A. Spadaro
(Notary or other officer)

My commission expires _____

CONSTANCE A. SPADARO
Notary Public, State of New York
No. 41-4527937
Qualified in Queens County
Commission Expires March 30, 1976

EXHIBIT A

TO REGISTRATION STATEMENT

Under the Foreign Agents Registration Act of 1938, as amended

Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant Ruder & Finn Incorporated 110 East 59th Street New York, New York 10022	2. Registration No. 1481
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3. Name of foreign principal	4. Principal address of foreign principal
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5. Indicate whether your foreign principal is one of the following type:

☒ Foreign government

☐ Foreign political party

☐ Foreign or ☐ domestic organization: If either, check one of the following:

☐ Partnership

☐ Committee

☐ Corporation

☐ Voluntary group

☐ Association

☐ Other (specify) _____

☐ Individual - State his nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.

Information & Tourism Center

b) Name and title of official with whom registrant deals.

Mr. N. Sharif, Director

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom the registrant deals.

c) Principal aim

NOT APPLICABLE

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

NOT APPLICABLE

Term 4 7/16/75

UNITED STATES DEPARTMENT OF JUSTICE
Washington, D.C. 20530

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EXHIBIT B

REC'D - INT
INTERNAL SECURITY
SECTION
CRIMINAL DIVISION

TO REGISTRATION STATEMENT
Under the Foreign Agents Registration Act
of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Ruder & Finn Incorporated #1481	Iran Information & Tourism Center

Check Appropriate Boxes:

- ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
 - ☒ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
 - ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.
4. Describe fully the nature and method of performance of the above indicated agreement or understanding.
- As of May 1, 1975 Ruder & Finn represented the Iran Information & Tourism Center, on a 3-month, spot assignment, to publicize the Iranian Tourism Exhibition at Madison Square Garden in New York City from July 2-16, 1975.

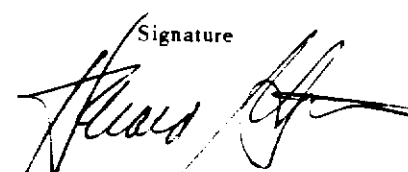
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5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Please see copy of letter of agreement attached

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?^{1/} Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title Harold Grotenstein Secretary	Signature 
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^{1/} Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

RUDER & FINN

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REGISTRATION UNIT
INTERNAL SECURITY
SECTION
CRIMINAL DIVISION

NORMAN WEISSMAN
PRESIDENT
RUDER & FINN-NEW YORK

April 30, 1975

Mr. N. Sharif
Director
Iran Tourism & Information Center
10 West 49th Street
New York, New York 10020

4291

Dear Mr. Sharif:

This letter will outline the basics of the agreement between the Iran Tourism & Information Center and Ruder & Finn.

1. Beginning immediately, Ruder & Finn will represent your office with respect to the Iran Exhibition in New York.
2. We will serve as consultants to you on organization of the exhibit, prepare press materials, develop interviews and articles in the press, including newspapers, magazines, radio, and television. We will seek maximum media coverage for the Iran Exhibition.
3. We will immediately assign a team supervised by me, and headed up operationally by Robert Weintraub, a senior vice president of Ruder & Finn. Mr. Weintraub has several assistants who work under his direction.
4. In addition, we will assign, as necessary, our radio-TV specialists, our writers, our media specialists, and other members of management who may be of assistance on this program.
5. For this project, we will also retain Norma Medhavi, who as you know has extensive background on Iran, to function as a consultant to Ruder & Finn.
6. Our first task will be to prepare a plan, to be approved by you, for the entire event, which will cover exactly what we expect to do to

Mr. N. Sharif
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April 30, 1975

support the project. This plan will be based upon the recommendations of our senior agency staff.

7. Regular progress reports will be submitted at appropriate times during the development, execution, and follow-up of the project.
8. Ruder & Finn will represent your office for a full three months, beginning May 1 and ending July 31, 1975.
9. For our services, we will charge \$18,000, to be billed at a rate of \$6,000 per month in three equal installments. Invoices, will be submitted at the beginning of each billing period, and payment is due within ten days from submission of invoices.
10. Out-of-pocket expenses are over and above the staff time charges. These will be billed as incurred. An estimate of anticipated out-of-pocket expenses will be submitted at the time our plan is completed. Out-of-pocket expenses are standard in the public relations profession, and cover such items as photography, printing, expenses in connection with placement of articles, mailings, mimeography and printing, and so on. Major out-of-pocket expenses will always be cleared before they are incurred.


That covers all the key points, Mr. Sharif. Please let me know if there are questions.

If you approve this letter of agreement, please sign both copies in the appropriate place, retain one for your files, and send the other copy to me.

Mr. N. Sharif
Page 3
April 30, 1975

We look forward to a productive and mutually rewarding relationship
with your office.

Sincerely,

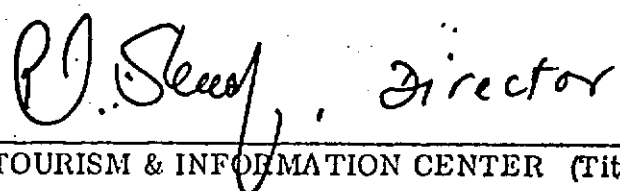

Norman Weissman

NW:ptc


RÜDER & FINN, INCORPORATED

(Title)

April 30, 1975
(Date)


IRAN TOURISM & INFORMATION CENTER

(Title)

May 13, 1975
(Date)